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Innovative Ways to Market Your Online WAHM Business

A note from Cyn...

You have taken a great step in taking your business to the next level. There is some fantastic information in here that I have learned along the way in my time as a MOMpreneur. I want to stress something I say over and over in the book so that YOU don't stress yourself out!

You don't have to be a master of everything in here or even do everything in here. The best thing for you is to choose one or two of these and really master them before you add something else to the mix. As MOMs we don't have all of the time in the world to master the internet and really there is no need! I have been able to create my income with a few hours a day because I only focus on a few key things that I know work for me and interest me. You need to pick one or two in here and do the same. With that success will follow!

Cheers to your Savvy Success,

Cynthia Gratzer

The Savvy MOMpreneur

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INTRODUCTION

Do you already have an online business? How is your presence? Do others know that you exist? All of these questions are important to answer if you want to increase your profits and the reach of your business influence.

Far too many of us put all of our eggs in one basket. We find something that works and only use that method because it is comfortable and has proven to be reliable. But, business is about growth – not only in profits but also in influence. You have something important to be accomplished with your business and more people need to know about it.

That is what you are about to do right now – increase your reach across the cyber skies. Some of the information here, you may be aware of, but not how it can help you market your business. So, if you are ready to gain greater knowledge, attain expert status in your niche and partner with others who want the same goals, keep reading. Oh, did we also mention that you can accomplish this and spend quality time with your family as well?

In this eBook, you will learn about:

- Creating a greater online presence
- Different way to market online to your target audience

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- Services that can help you to market your business to a wider audience
- Creative ways to market your business offline

CREATING AN ONLINE PRESENCE

Websites

First, let's discuss the importance of a website. You already know that it can benefit your business by providing a permanent place for others to find you on the Internet. A website opens up your business to a wider audience.

In that vein, wetting your customer's appetites is something that the homepage of your website is designed to do. You can start here to market your business. If readers don't get any further than your homepage before they click somewhere else, that's a problem.

Here are a few homepage solutions that you might not be using:

1. Create content that can only be viewed from the homepage. Preview these articles here by including the titles and only the first couple of

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sentences. Include a link that directs them to the entire article if they want to read more.

2. If you have any sales going on, place those notifications at the top of the homepage. You want readers to know upfront what they can get from you.
3. Create a directory in the sidebar. This shows what area of your business each page highlights and a list of clickable links to articles or resources on those pages.
4. Highlight the product or service that you are trying to sell now. You may have an entire store of products, but what is hot right now? That is the item you want to showcase on the homepage.
5. Offer links to other helpful features like forums and blogs. We are going to touch on those below but including a link makes it easier for readers to access them directly from the homepage.
6. Include a picture. People like to see who they are doing business with. It lets them know that you are more than just a business but a mom just like them who decided to become an entrepreneur.

Blogs

Blogs got their start as online journals. For an online business, a blog can be used as a marketing tool. While your website will be the place where you showcase your products and sell your services, your blog can be used for interacting with customers.

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Commenting and Feedback

Blog posts give customers and visitors a chance to read useful information related to your products and your business niche. While the website is more formal, on a blog, you can write more informal content that has a conversational and friendly tone.

Customers have a chance to comment on your blog posts. They can say that your content is weak or it is informative. Let's hope that it is the latter.

You also have a chance to interact with your readership by leaving comments for them. This lets them know that their opinions are important to you.

With blogs, one of the secrets of using it as a marketing tool is staying current. Keep your content revolving so that readers always have something new to sink their teeth into. Use links back to your website in your blog posts so that readers can see and read more about you and your business.

Forums

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Have you ever been on a forum? Then you know how helpful they can be. Here you can create different categories for posts: **Customer Service, Business Networking, Meet and Greet** and others. Fellow business owners can get help with business tips for marketing and advertising. Customers can voice their suggestion for changes to your products or things they would like to see.

Forums are also fun. Your blog followers, customers and business associates can talk to each other, not just you. It is also helpful for you to make comments on their posts to show that you are involved in that area of your business. You are sure to pick up tips and advice that can enhance your business tactics as well.

DIFFERENT WAYS TO MARKET ONLINE

Know your Target Market

This is important. You want to drive as much traffic to your website business. Not everyone will buy, but if your traffic is targeted to your products, the chances of buying go up with each click.

So, who is your target market? If you are a mom, it is not enough to say that you want to attract other moms. This is a large group of consumers that

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is growing every day. Narrowing it down will focus your energy on that part of the mom population who can benefit most from your products or services.

A simple example is baby clothing sales. All moms don't have newborns. You don't want the mom of the toddler or the young teen but only those who are new moms.

Content is marketable

People love information. More than that, they love *relevant* information. You can bring more people to you with targeted articles and blog posts. How do you do this? Use keywords and keyword phrases in every article that you write.

Keywords are words that readers use in search engines to find you. Here is the gist of keywords and how they work. Let's use the example above and say that you sell handmade baby clothing. You can use **mom** as a keyword. When you do, you'll find millions of results returned which means the competition for that word alone is extremely high. It will be harder for your website content to make it onto the first page of results and that is where you want to be.

Now, add another word like **new moms**. This narrows the field but you are still going to be in a highly competitive field. Go one step further and add

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this: **new moms of infant boys**. Now you are zeroing in on your target. Moms who want clothing for boys will find you now and not the entire new mom population.

There are tools that can help you to choose your keywords and phrases. WordTracker and Overture both offer free trials that you can use to come up with a basic list of keywords to begin. To test them, use a different keyword on each page of your website. Use them in each content, headers, ads and anchor text in articles, blog posts and picture descriptions.

Podcasts

Have you ever thought about having your own radio show? Well, podcasts come quite close. They are audio recordings that you post on your website for your customers and visitors to hear. Just like your content, podcasts need to be informative.

Using the example of an online baby clothing business, you can do audio reviews of baby products. Every mother wants to hear information about products that they need the most before they buy them.

Interview other moms who are entrepreneurs in related niches. They can talk about various topics that would interest your readers: how to become an online entrepreneur, personal issues related to moms and their families

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and the like. At the end of each podcast, give a highlight of what will be coming in the next show. Also, provide downloadable transcripts of the podcasts so listeners can share it with others. Don't forget to include links to your website.

Videos

Videos are the fastest way to get in front of people of all generations these days. Reading content is great but videos can be watched while making dinner, doing the laundry and exercising. They can be accessed by cell phone, home PC and laptop on the train, in the café and on the street.

Making your video viral depends on how interesting your subject matter is and how creative you can be with it. One way to market your online business is creating how-to videos. Demonstrate the use of your products or services in a video series. Potential customers get to see how they can work for them before they buy.

Create informational videos that are relevant to your niche. Your business deals with babies. Discuss how your products work with other product lines. If you create baby clothing, discuss how well they can go with a line of baby shoes, coats, blankets and etcetera. This may require that you partner with another business owner who offers these items when creating the videos. Mutually beneficial partnerships can increase your marketability and profits.

Newsletters

Create an opt-in page on your website that allows people to sign up for a free newsletter each month. All they have to do is provide a name and email address. This is one way to create an email list of potential customers for new product information. You can do this one of two ways: attach a downloadable newsletter to the email or let the entire email be the newsletter with clickable links that lead back to your website.

A newsletter gives you an avenue to let customers be heard. Create a section for customer feedback. Ask them what they would like to see that would make your business better.

Newsletters can also be used to show off new product lines in advance of them coming out on the website. If you are using links from the newsletter to your website, be sure to state when the product will be available. Have a landing page that they can access from the newsletter to see pictures of the product and other useful information.

Deals for Customers

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Everyone loves a deal. It can get people to delve deeper into your website and look for more. Offer free trials on services you provide – with no strings attached.

It is frustrating to click on a link for a free sample or access to a service only to be directed to a page that asks for credit card information to continue after the trial. What if they don't want to continue? Even if they did, this invasion would probably ensure that they don't even take advantage of your offer.

Ask for their name and email address or mailing address and that's it. Give them an access code for downloadable products when they submit their information. Deactivate the code after at the end of the trial with a message that they can enjoy more of the same by clicking one of two buttons: **Continue** or **Exit free trial**.

This gives customers a choice without pressure. Who wouldn't pass on information about your site with deals like this? Customers like when businesses keep their promises and don't try underhanded techniques to get their business.

How about discount coupons? You can provide coupon codes on the site and/or in newsletters. Providing a picture of a coupon along with a coupon code in the printable newsletter gives customers a chance to pass it around to others.

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Here are some suggestions for discount offers:

- Free item with first purchase (provide a list of items they can choose from)
- 20 percent off entire first order
- Extra 10 percent off order when you sign up for referral program

What about referral programs? You can encourage customers to invite others to view your website by offering a referral reward for customers they send to your site when that person makes their first purchase.

Along the same lines are testimonials. Usually the testimonials on websites consist of one line followed by a name and a city for the customer. What most potential customers want is a more substantial recommendation.

Beef up your referral program by offering a reward for those who complete a testimonial form. This form guides the customer through what information is needed for the testimonial so you don't get just one line.

Get the idea? Make it worth their while to try and pass on information about your online business.

Leverage Content

We talked about providing up-to-date information for your readers. A stagnant website won't be visited very many times. Change your content often to attract more visitors.

One way to market your business and increase your product line is to use that content in different ways. Repurpose it to do double duty with less work.

An example of this is *eBooks*. These are short electronic books that customers can purchase that will provide them with vital information relating to your products and/or your business. Use your current content topics as the basis for your eBooks.

Let's say that your online business revolves around creating PLR content for others. An eBook about the benefits of using ghostwriters and how it can drive traffic will interest those who are looking to use content as a marketing tool. For you, it means that they will see you not only a resource but someone to do business with.

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Another way to leverage your content is with a *video series*. Put together a package of video files to download or to be purchased on CD. Include a couple of videos that they may have seen on your site but also a few that have never before been seen. Customers can have access to your expertise whenever they want.

You can create the same types of products with an audio series as well. At the end of your files, be sure to include your business name and website address.

Contests

Contests are a fun way to market your business. Offer a quarterly contest on your website for customers. A simple but effective way to enter is through sales. With each sale, they are entered once in the drawing for a free product of their choice (within a certain price range) or a monetary prize.

Offer more than one prize. The odds are higher if you only give away one prize each time. Also, customers may lose interest. Offer at least three prizes each time so those who enter feel like they actually have a chance of winning.

Press releases

Get the word out when you are offering a new product line or a special event is going on. Creating press releases lets the online world know what is happening. With these, timing is everything. You want to set the release for about a week or so before the event to gain momentum without letting too much time lag.

What types of events can be noted on press releases to market your business:

- New product line
- New eBooks being published
- Local events you are participating in
- New blog, forum or website

Submit your press release to services that offer distribution. Try the free sites first and see what they offer for you before signing up for any paid service. You may be able to get free review and polishing with submission.

Guest blogging

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As we said above, blogging is a great way to offer an informal site for your clients and readership. Blogs are indexed on search engines too, so you can gain visibility with one. But, just having a blog is not enough to make it successful.

Use your business savvy to get other moms to blog for you. In exchange for their services to you, allow them to include a link to their website in their post or at the end of their posts. Choose bloggers who have successful businesses with huge followings. Also be sure that their topics are relevant to your readership. You can have them submit the posts in advance for your review.

Offer the same service to others. Do a week stint as a guest blogger to gain visibility and also partner with other entrepreneurs.

Create a logo and tagline

This is one way to carry your brand to the next level. Your logo is a symbol that can be identified with you and your products. When utilizing offline marketing techniques (in a later section), the logo will be included in all correspondence to speak for you.

Don't forget a saying that pairs well with that logo and your vision statement for your business. This tagline can be used in your signature line on forums,

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in emails to your customer list, on your homepage of your website and on promotional items.

SERVICES TO MARKET YOUR BUSINESS

The suggestions above were all actions that you could initiate to help market your online business. In this section we will discuss services that you can participate in to get the word out about not only your business but your expert knowledge in your niche field.

YouTube

Your site is a great place to host your videos but going viral will take some help. YouTube is seen by thousands of thousands of people each day. Increase your page views by posting videos here. Use relevant keywords in your titles and any tags in your video description. Share these links on social networking sites (we'll talk about those in a minute) and in blog posts.

Article directories

One way to market your business successfully is to elevate your status to that of expert level. How do you do this? Stay current with your content and have it appear in as many places as possible.

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Submit content to article directories. There are many free directories out there like **Ezinearticles.com**, **hubpages.com**, **buzzle.com**, **squidoo.com**, **suite101.com** and **associatedcontent.com**. Check with individual sites to see what their requirement are. Most ask that you submit content for review before being allowed to continue to submit. To avoid duplication in search engines, rewrite original content before submitting.

Website directories

As soon as your website goes online, submit the URL to as many website directories as you can. Getting listed is one way to be seen in several places. Enter keywords "website directories" into your search engine to get the names of free and paid services.

Search engine submissions

Don't forget to register your website URL with search engines. Search engine submission services allow you to decide with search engines you want to submit to. You can also go to individual search engine sites like Yahoo and Google to add your website to their radar.

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Before you submit your website, make sure that it is prepared for those bots and spiders. Optimize your pages and the content on those pages using the keywords and phrases that you researched and found earlier. Avoid overstuffing your keywords. For headlines and Meta tags try not to include the keyword more than 6 or 7 times on the page.

Social bookmarking sites

Social bookmarking allow you to create and share links to your favorite articles, reviews, blog posts, videos and other online sites. Many people use bookmarking to manage things that they want to read or listen to again. On your site, include links to the more popular social bookmarking sites to encourage readers to share your articles, videos, reviews and etcetera. Some social bookmarking sites to include: **StumbleUpon.com, Furl.com, Delicious.com, Digg.com** and **Reddit.com**.

Join niche forums

This is a way for you to introduce your online business to others within your same or similar niche. If you are mom entrepreneur, there are tons of sites online that are designed as meeting places for others like you. They might be general sites or ones that cater to a specific niche of businesses.

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The important thing to remember here is to become involved. Participation here can net you not only visibility but business contacts that may be helpful later. What is not welcomed here is spamming. These are people who only comment when they have a link to share to a new product.

Other business owners can spot you a mile away. The process of networking works best when it is a give and take relationship. Leave meaningful comments; read other's posts; offer advice and occasionally mention your new products or new events going on but do not be over the top with it if you want favorable responses.

Social networking sites

Sites like Facebook, Twitter and LinkedIn have become popular not only for socializing in your personal life but to promote and market your business. Here, you can gain access to a large number of people that you know from various walks of life. Because you personally know them, you can judge who would be receptive to your business.

With your list of friends and business contacts, post links to new videos, podcasts, articles you have written and new projects you are endeavoring on. You can even propose business ventures to others who may want to partner with you.

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Another avenue to take with social networking sites is to create a page for your business. Invite customers to follow you on Facebook. Here they can hear about new products, ask questions, and interact in a more informal setting. Facebook also offers advertising so you can feature ads that complement your products as well.

Twitter can be used to drive your customer service. Here, customers can post issues and you can get back to them quickly with answers. To offset many of the more common questions, create tweets that address these issues for customers.

Classified Ad Directories

This is the online equivalent of print ad directories. Even if you are strictly an online business, submit your website address and contact information for the business to online Yellow Pages and other classified ad directories.

One you may not have thought of is Craigslist. Become included in the listing for your city or a city near yours (if yours is not listed). Post your listing in the small business section.

Affiliate Programs

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Affiliate programs are a nice way to get others to promote your business by offering levels of incentives depending on preset parameters. You may pay a certain percentage for customers that click on your affiliate links or those that conclude the sale. It is up to you how you want your program to run.

One suggestion: before beginning your own affiliate program, join a few for products that are within your niche but not in direct competition with you. Learn how the system works. Once your business is doing well and consistently making a monthly profit, turn energies to creating your own affiliate program.

Ghostwriting services

With so many areas of your business to attend to, it can be very time-consuming to write your own content. Ghostwriting services can help you to meet the demands of your readership without working sixteen hours a day.

First, assess your needs. Do you need website content, blog posts, press releases, opt-in pages or all of the above? Ask other online business owners for recommendations of services to use. Before committing to use a service, ask for writing samples and a price list. You may be able to get a discount for bulk orders.

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Search for services that deal in search engine optimization. They can use your keywords and make sure that they are properly placed within your content.

MARKETING YOUR ONLINE BUSINESS OFFLINE

Who says that you can only market an online business in cyberspace? Here are some creative ways to bring your website business to the eyes and ears of those in your local community. You could be missing out on a gold mine right in your own back yard.

Give out business packets

This is one way to let relevant businesses in the area know that you exist. Create small baskets or packets that contain information about your business. Include:

- Promotional items (key chains, pencils or pens, notepads)
- A sample catalogue
- A business card
- Discount coupons
- Welcome letter

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Pass these out at daycare centers, local mom groups and other places where those who could use your services will be frequenting.

Sponsor a local event

Provide sponsorship to a local event that you wouldn't mind being affiliated with your business. You may be asked to give money or to donate products to the event. Many local events create flyers, T-shirts and other ads that will include the names of their sponsors. Ask that your website address be used in these media to identify you.

Flyers

Remember as kids how you would pass out flyers and place them in mailboxes to advertise your summer lawn mowing service? This is the same principle. Community centers, daycare centers, gyms, and other locations have bulletin boards for local notices. You may have an online business but you live locally.

To save time, money and energy, use the same research techniques that you do with online marketing. Identify your target market and provide those places and people with flyers advertising your business.

Host a show

Introduce friends, family and neighbors to your product line by hosting an evening of fun, food and promotion. Show your products, answer questions, have a few laughs and gain visibility for your business. Other ideas for places to host product shows are church groups, community centers and even baby or wedding showers.

Join local groups

Find out about other entrepreneurial moms in your area. You can create partnerships offline as well. Meeting face to face helps to cultivate a deeper business relationship with those around you who might be potential partners.

These groups can help you gain visibility around your community. It can lead to speaking engagements, networking at business functions and participation in local trade shows.

CONCLUSION

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Online businesses have many advantages. For one, overhead is usually low depending on what products or services you are offering to customers. You can also work from home and have more time to spend with your family.

On the flip side, online businesses won't make money if no one knows you exist. This they share in common with storefront businesses. Getting your name out there can seem daunting at times. But, this eBook helps you get a handle on that overwhelming feeling with suggestions for ways that you can market your business through your own online efforts, online services and offline creativity.

So, explore the suggestions. Try one, two, ten or all of them. Stick with the ones that work for you and leave the rest. You are only limited by what you are willing to attempt. Take your business to the next level.